



SUCCESS STORY

Media And Communications Optimization For Scotiabank Champions League



TAKEAWAY

Partnership Delivers Superior Tournament Experience

This case illustrates how a close partnership between Mango Soft and the client effectively managed the tournament's communication, statistics, visual resources, and real-time data, resulting in a superior experience for all stakeholders.



Tailored Communication Strategies

Mango Soft and the client collaborated closely to develop tailored communication strategies that ensured all stakeholders were well-informed throughout the tournament.



Advanced Statistical Analysis

Mango Soft's expertise in data analysis allowed for advanced statistical insights into the tournament, such as player performance metrics, team rankings, and historical trends.



Dynamic Visual Resources

Mango Soft created dynamic visual resources, including graphics, videos, and interactive maps, to enhance the tournament experience for both participants and spectators.



Real-Time Data Integration

Mango Soft implemented real-time data integration solutions that enabled the client to capture and analyze data as it was generated during the tournament.



SPORT INDUSTRY

ABOUT THE PARTNER



INSIDE THE THRILLING JOURNEY OF THE SCOTIABANK CONCACAF CHAMPIONS LEAGUE

Established in

1992



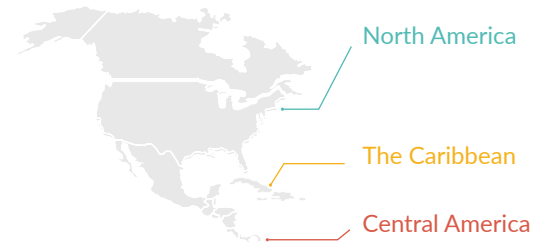
IN 2008

THE CONCACAF CHAMPIONS LEAGUE

Sponsored by Scotiabank



It's a football club competition held across



Club América holds the record for won

12 TITLES IN THE TOURNAMENT'S HISTORY

43 TEAMS

that typically compete in the tournament each year



+100 MATCHES

Played annually during the tournament



Scotiabank CONCACAF Champions League titles



12 TITLES

Club America

06 TITLES

Cruz Azul

05 TITLES

CF Monterrey
Pachuca

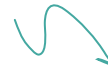
03 TITLES

Dep. Saprissa
Tigres UANL

These clubs have established themselves as dominant forces in the tournament's history, with multiple championship victories to their names.

THE CHALLENGE

Real Time Orchestrating For a Superior Event Experience



With the responsibility of overseeing the selection process for 24 contestants, organizing them into 8 groups, and ensuring seamless real-time data communication, our team faced a significant task.



We needed to collaborate with stats provider to ensure accuracy and timeliness of data fed into mobile application and website.



By integrating tournament information, we had to facilitate media access to enhance transparency and accessibility.



We had to ensure flawless and uninterrupted seamless real-time data communication throughout the event.

THE SOLUTION

Our Innovative Solution: Enhanced by Our Core Products



Mango Soft, along with its developers and engineers, crafted a solution for the Scotiabank Champions League, ensuring the effectiveness of media and communication during the tournaments, to gather information and optimize communication efficiently.



Mango Datagraph

Mango Datagraph was a crucial component of the Scotiabank Champions League mobile application solution, which is integrated within the CONCACAF mobile app. It furnished the app with comprehensive tournament information and enabled the sharing of related videos on social media platforms.

The process of data integration into both the mobile application and website is facilitated by the stats provider. With their support, Mango Datagraph is able to generate and publish data effectively.



Mango Draw

The CONCACAF Champions League draw event occurred on May 30th, 2016, at the Fontainebleau Hotel in Miami Beach, Florida. Led by Jurgen Minka, Deputy General Secretary of CONCACAF, the event involved selecting 24 contestants and forming them into 8 groups of three teams each.

Mango facilitated the smooth operation of the event by managing data communication and providing real-time data placement through the Fast Action Keyboard.

The draw process included group assignments, tournament phase definitions, team schedules, and real-time data for broadcast.



Mango Press

The Mango Press provides the Scotiabank CONCACAF Champions League tournament with a media management system. Venue Press officers and media members are responsible for managing media access to matches and media areas.

Additionally, the media channel displays data related to all matches in the Champions League tournament. CONCACAF-approved media members can apply to cover matches, and Venue Press Officers handle the approval process.

THE RESULTS

An Incredible Experience For The Event Organizers, Press Members And Fans



Successfully orchestrating such an event is no small feat. The key to success lies in leveraging the right technology alongside exceptional leadership to deliver a superior experience for all involved.



Content Flow

Getting the right content, through the right channel to the right audience is what we achieved by integrating our different platforms.



Smart Data

By leveraging AI and smart tags, we were able to deliver precisely what was needed at the right moment, even in real-time.

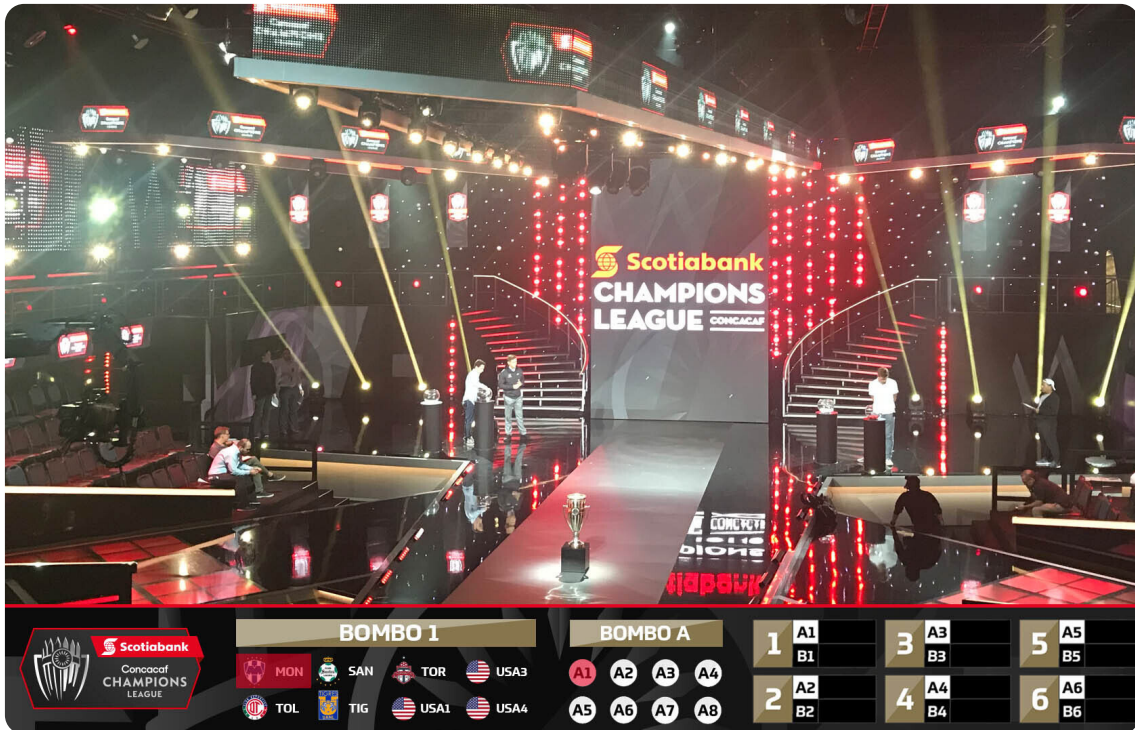


Innovation

Particularly the Fast Action Keyboard for instantaneous data placement, proved essential in maintaining the event's efficiency & accuracy.

THE RESULTS

We Present Photographs That Exemplify The Results Obtained In Our Case Study:







“HUMAN TIME IS OUR PRIORITY”

PARTNERS IN DIGITAL TRANSFORMATION



Mango Soft

mango-soft.com

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